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[4369]-201

S.Y. B.Com. EXAMINATION, 2013

BUSINESS COMMUNICATION

(2008 PATTERN)

Time : Three Hours

Maximum Marks : 80

N.B. :— (i) All questions are compulsory.

(ii) Figures to the right indicate full marks.

1. What is listening ? Explain the principles and barriers of good listening. [16]

2. Explain in detail the techniques of an interview. [16]

Or

Explain the structure of business letter. [16]

3. (A) Texture Paints Limited, Satpur, Nashik wish to place an order with Asian Paints Limited, Hadapsar, Pune. Draft an order letter for purchasing of different types of colour paints. [8]

(B) Draft a letter on behalf of Tata Motors Limited, Pune to its shareholders for intimating the issue of rights equity shares. [8]

P.T.O.

Or

- (A) Write an application letter in response to the following advertisement : [8]

WANTED

Post : Chief Account Officer
Qualification : Chartered Accountant
Package : Rs. 12,00,000 p.a.

Send your application letter to the Recruitment Officer of Sandvik Limited, Pune-Mumbai Road, Pune.

- (B) Bharat Forge Limited, Mundhawa, Pune received an enquiry as to the financial standing of M/s. Ajit & Co., Nashik from M/s. Suresh & Co., Kothrud, Pune. Write a favourable reply to the above status enquiry. [8]

4. What is Annual General Meeting ? Prepare the minutes of an Annual General Meeting of Sudharaj Chemicals Limited, Pune. [16]

5. Write short notes on (any *two*) : [16]

- (a) Advantages and disadvantages of E-mail
- (b) Advantages of Internet
- (c) Types of Websites
- (d) Contents and qualities of Notice.